

**ABSTRACT OF THE DISCLOSURE**

**INTELLIGENT URL REDIRECTOR**

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A method, system, and computer program product for directing a recipient of an e-mail to a web site is provided. In one embodiment, an e-mail with an embedded link is created, wherein the embedded link comprises a  
10 link to a redirect server and link attributes that allow the redirect server to determine a current web site associated with the embedded link. The e-mail with the embedded link is then sent to a recipient. The e-mail is received by the recipient and, responsive to the  
15 recipient selecting the embedded link within the e-mail, link attributes are sent from the recipient's data processing system to the redirect server. The link attributes are received at the redirect server and the redirect server determines the universal resource locator  
20 for the current web site associated with the embedded link. The universal resource locator is then sent from the redirect server to the recipient, which then utilizes the universal resource locator to retrieve the contents from the current web site.